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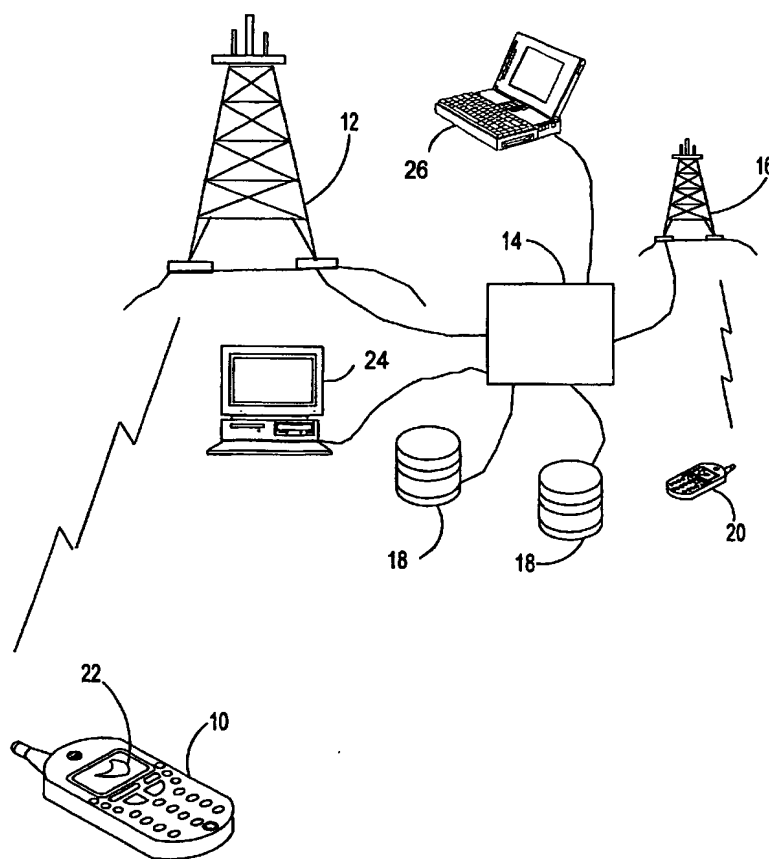
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(54) Title: ITEM DISPLAY



(57) Abstract: A mobile telephone system (10, 12, 14, 18, 20) allows a mobile telephone (10, 20) to be used for viewing and selecting goods for sale. The mobile telephone (10) has a screen with a display area (28) comprising a control area (30) and control "buttons", and a background zone (38) where images of items are sent from a server (18) to be displayed, in background profile, in display slots (40A, 40B, 40C), individual items being selected when at a selection point (50) to be displayed in a foreground zone (44) attended by a descriptive card (52). Foreground zone (44) views can be of a different view of a selected item (54) and can be from different perspectives and distances. Images can be provided to the mobile telephone (10) in the form of photographs, or as sets of image parts which can be assembled to make a complete image. The operating software of the mobile telephone (10) treats all types of images as equal entities. A monitor monitors the type of items or goods that are being viewed, finds the direction of alteration of the nature of items viewed, and adjusts the items in the next batch to be viewed to reflect the direction of thematic change.